

**Own Your Future State Campaign Summaries (updated 3/26/07):
Phase I (AR, ID, NV, NJ, VA) and Phase II (KS, MD, RI, WA)**

While the core campaign for both Phases I and II was the Governor's letter to every household with someone between ages 50 and 70, a comprehensive media buy for both TV and/or, in some states, radio, was an important component to Phase I activities. In Phase I, every household receiving the initial mailing also received a follow-up postcard reminding them to order the Planning Kit if they had not already done so.

Other state-specific activities in Phase I included the following:

- The Governors in Idaho, Nevada and Virginia provided a personal introductory message to the beginning of the television spot;
- All the Governors included a personal letter in the Long-Term Care Planning Kit that identified state and local resources for consumers interested in learning more about their long-term care planning options;
- Four of the five Governors held press conferences to launch the Campaign;
- The Campaign was mentioned in the Governor's State of the State address in Idaho and Nevada;
- In Virginia, Governor Warner sent an e-mail message to all state employees encouraging them to order the Planning Kit and reminding them of the state long-term care insurance benefit. He also participated in a local radio interview show about planning for long-term care needs; and
- In New Jersey, an article on the Campaign was written and placed in a statewide business magazine to help raise awareness among employers.

The total target market for Phase I was about 2.1 million households.

The table below shows the mix of communications used in each of the Phase I campaign states, along with the response rates achieved in Phase I.

State	Direct Mail Quantity	In-Home Date for Direct Mail	Governor's Press Event	Media	Follow-up Postcard	Response Rate
Arkansas	298,367	1/28/05	1/28/05	TV only	3/7/05	5.2%
Idaho	125,717	1/19/05	1/10/05	Radio and TV	3/7/05	7.9%
Nevada	229,186	2/1/05	2/3/05	TV only	3/7/05	8.0%
New Jersey	821,797	2/7/05	Not applicable	Radio only	3/21/05	7.5%
Virginia	630,488	1/19/05	1/10/05	TV only*	3/7/05	9.1%
TOTAL	2,105,555					7.7%

*Used in selective media markets only

In Phase II, the emphasis was on the core campaign – the direct mail component. Like Phase I, there was a Governor's press event, although there was no follow-up post card and there was a significantly more limited media campaign.

State	Direct Mail Quantity	In-Home Date for Direct Mail	Governor's Press Event	Media	Response Rates
Kansas	245,000	2/24/06	3/3/06	None	5.2%
Maryland	616,500	4/25/06	4/25/06	None	5.3%
Rhode Island	118,500	3/12/06	3/15/06	Governor's TV spot used as PSA	7.5%
Washington	609,800	6/19/06	7/6/06	Media buy for Cable TV and drive time radio	7.6%
TOTAL	1,589,000				6.34%

Other state-specific activities in Phase II included the following:

- Rhode Island's Governor provided a personal introductory message to the beginning of the television spot and also produced a stand-alone 30 second spot to run as a PSA;
- All the Governors included a personal letter in the Long-Term Care Planning Kit that identified state and local resources for consumers interested in learning more about their long-term care planning options;
- The Governors held press conferences to launch the Campaign;
- The Campaign was mentioned in the Governor's State of the State address in Idaho and Nevada;
- In Washington, Governor Gregoire sent an e-mail message to all state employees encouraging them to order the Planning Kit and reminding them of the state long-term care insurance benefit. She also participated in a local radio interview show about planning for long-term care needs;
- Washington's governor also reached out to the state's major employers and sent a letter to each CEO encouraging them to "pass along" the message of the campaign to their employees and to consider offering an employer-based long term care program.

To date, the overall response rate for Phase II is just over 6%. Rhode Island and Washington states have the highest response rates thus far, at just over 7%.